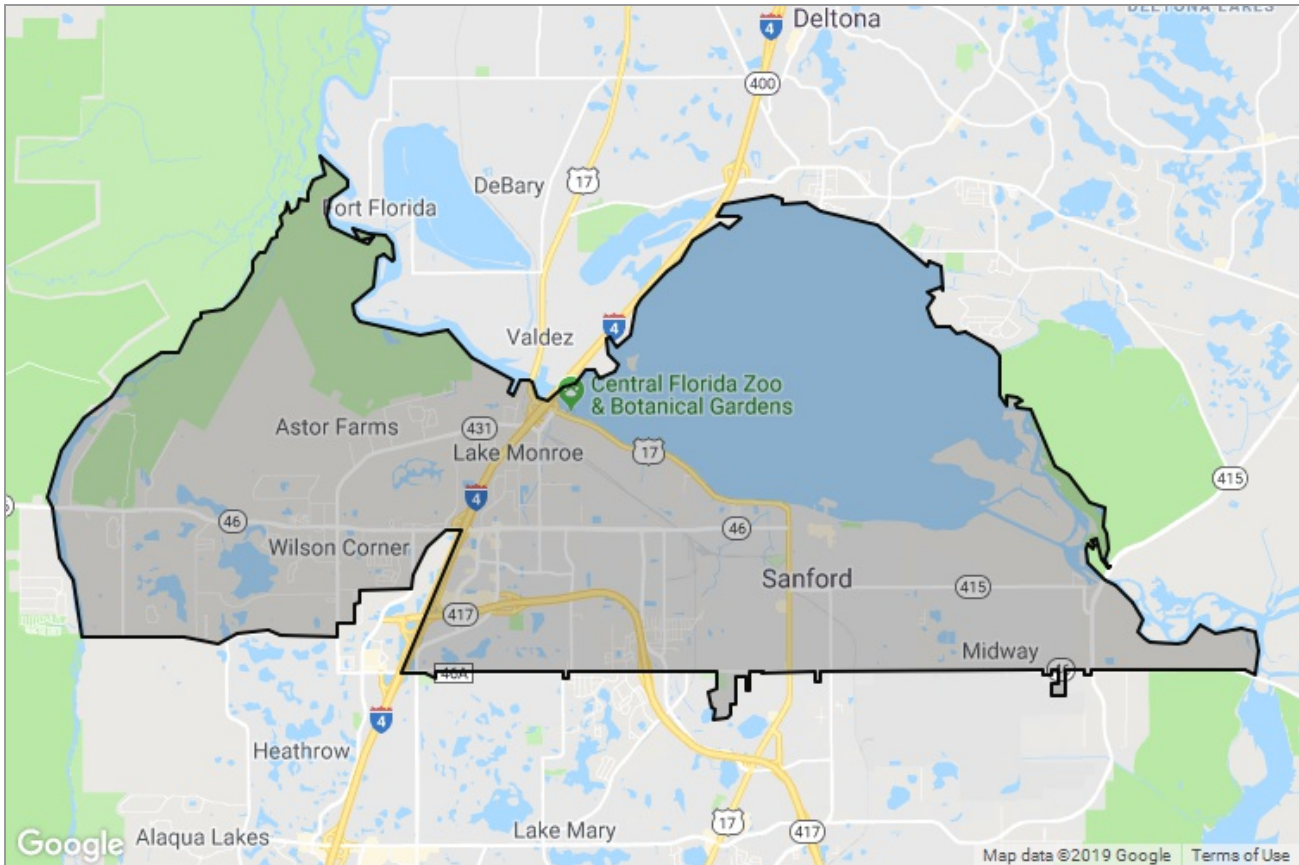COMMERCIAL TRADE AREA REPORT

Sanford, FL 32771

Presented by

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10/1/2019

Criteria Used for Analysis

Income: **Median Household Income** **$51,144**	Age: **Median Age** **36.0**	Population Stats: **Total Population** **58,805**	Segmentation: **1st Dominant Segment** **Metro Fusion**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Midtown Singles
Millennials on the move; single, diverse and urban

Urbanization

Where do people like this usually live?

Urban Periphery
City life for starting families with single-family homes

Top Tapestry Segments	Metro Fusion	Enterprising Professionals	Bright Young Professionals	Professional Pride	Rustbelt Traditions
% of Households	3,718 (16.7%)	3,430 (15.4%)	2,860 (12.9%)	1,754 (7.9%)	1,467 (6.6%)
% of Seminole County	13,416 (7.4%)	3,827 (2.1%)	16,057 (8.9%)	3,142 (1.7%)	7,134 (4.0%)
Lifestyle Group	Midtown Singles	Upscale Avenues	Middle Ground	Affluent Estates	GenXurban
Urbanization Group	Urban Periphery	Suburban Periphery	Urban Periphery	Suburban Periphery	Urban Periphery
Residence Type	Multi-Unit Rentals; Single Family	Multi-Units; Single Family	Multi-Units; Single Family	Single Family	Single Family
Household Type	Singles	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.63	2.46	2.4	3.11	2.46
Median Age	28.8	34.8	32.2	40.5	38.4
Diversity Index	84	71.2	65.4	41.2	44.2
Median Household Income	$33,000	$77,000	$50,000	$127,000	$49,000
Median Net Worth	$12,000	$78,000	$28,000	$540,000	$79,000
Median Home Value	–	$295,000	–	$387,000	$118,000
Homeownership	25 %	52.3 %	44.1 %	92 %	72.2 %
Average Monthly Rent	$880	–	$1,000	–	–
Employment	Services, Administration or Professional	Professional or Management	Professional or Services	Professional or Management	Services, Professional or Administration
Education	College Degree	College Degree	College Degree	College Degree	High School Graduate
Preferred Activities	Spend money on what's hot unless saving for something specific. Follow football, soccer.	Gamble; visit museums. Buy trendy clothes online.	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.	Own latest tablets, smartphones and laptops. Upgrade picture-perfect homes.	Buy American-made products. Play games online.
Financial	Shop at discount grocery stores, Kmart, Walmart	Own 401(k) through work	Own U.S. savings bonds; bank online	Hold 401(k) and IRA plans/securities	Hold home mortgage
Media	Listen to R&B, rap, Latin, reggae music	Watch movies, TV on demand; use tablets	Rent DVDs from Redbox or Netflix	Read epicurean, sports, home service magazines	Read newspapers; watch TV
Vehicle	Owns used vehicles	Own or lease an imported sedan	Own newer cars	Own 2-3 vehicles	Own 2-3 vehicles

10/1/2019

About this segment
Metro Fusion

This is the
#1
dominant segment
for this area

In this area
16.7%
of households fall
into this segment

In the United States
1.4%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile. More than three-quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents who are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 35 percent lower than the U.S. average.

Our Neighborhood

- Over 60% of the homes are multi-unit structures located in the urban periphery.
- Three quarters of residents are renters, and rents are about ten percent less than the U.S. average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

Socioeconomic Traits

- They're a diverse market with 30% black, 34% Hispanic and 20% foreign born.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

Market Profile

- They enjoy watching MTV, BET, Spanish TV networks and pay-per-view.
- They listen to R&B, rap, Latin and reggae music.
- Football and soccer are popular sports.
- They shop at discount grocery stores, Kmart and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Wendy's and IHOP.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment
Enterprising Professionals

This is the	In this area	In the United States
#2	**15.4%**	**1.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes or apartments; many still rent their homes. The market is fast-growing, located in lower-density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

Our Neighborhood

- Almost half of households are married couples, and 30% are single-person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger mult-iunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

Socioeconomic Traits

- Median household income one and a half times that of the U.S.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

Market Profile

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Go on business trips, a major part of work.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key–shop at Amazon.com and pick up drugs at the Target pharmacy.
- Eat out at The Cheesecake Factory and Chick-fil-A; drop by Starbucks for coffee.
- Leisure activities include gambling, trips to museums and the beach.
- Have health insurance and a 401(k) through work.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment
Bright Young Professionals

This is the	In this area	In the United States
#3	**12.9%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value and average rent are close to the U.S. averages. Residents of this segment are physically active and up on the latest technology.

Our Neighborhood

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multi-unit buildings or row housing make up 55% of the housing stock (row housing, buildings with 5-19 units); 44% built 1980-99.
- Average rent is slightly higher than the U.S. average.
- Lower vacancy rate is at 8.9%.

Socioeconomic Traits

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10%.
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the U.S. rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

Market Profile

- Own U.S. savings bonds.
- Own newer computers (desktop, laptop or both), iPods and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting and yoga.
- Eat out often at fast-food and family restaurants.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment
Professional Pride

This is the	In this area	In the United States
#4	**7.9%**	**1.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Professional Pride consumers are well-educated career professionals who have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of $1.5 million in net worth, and their annual household income runs at more than twice the U.S. average. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

Our Neighborhood

- Typically owner-occupied, single-family homes are in newer neighborhoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the U.S. median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

Socioeconomic Traits

- Professional Pride consumers are highly qualified in the science, technology, law or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets and e-readers but also read hard copies of epicurean, home service and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones and laptops but actually use the features each has to offer.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

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About this segment
Rustbelt Traditions

This is the	In this area	In the United States
#5	**6.6%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth. Family oriented, they value time spent at home. Most have lived, worked and played in the same area for years.

Our Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the U.S. (48%), most without children (also similar to the U.S.); the slightly higher proportion of singles reflects the aging of the population.
- Average household size is slightly lower at 2.46.
- They are movers, slightly more mobile than the U.S. population, but almost half of householders (46%) moved into their current homes before 2000.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s.
- Nearly three quarters own their homes; over half of households have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have two or more vehicles available.

Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the U.S. at 8%; labor force participation slightly higher than the U.S. at 67%.
- While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked and played in the same area for years.
- Budget-aware shoppers who favor American-made products.
- Read newspapers, especially the Sunday editions.

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ESPN, Animal Planet and AMC to children's shows on Nickelodeon and Cartoon Network.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Outback Steakhouse and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

Sanford, FL 32771: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Geography	2018	2023 (Projected)
32771	58,805	63,689
Seminole County	465,036	496,148
Florida	20,799,388	22,316,916

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Geography	2018	2023 (Projected)
32771	1,302.9	1,411.1
Seminole County	1,346.6	1,436.7
Florida	354.7	380.6

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Geography	2018	2023 (Projected)
32771	14.06%	8.31%
Seminole County	10.01%	6.69%
Florida	11.06%	7.30%

Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 32771

Geography	Value
32771	62,204
Seminole County	430,087
Florida	20,604,973

10/1/2019

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 32771

32771	1,378.2
Seminole County	1,245.4
Florida	351.4

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

32771	2.62
	2.62
Seminole County	2.56
	2.57
Florida	2.51
	2.52

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

32771	46,203
	49,801
Seminole County	366,906
	389,936
Florida	15,944,664
	17,059,920

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Women 2018
□ Men 2018
■ Women 2023 (Projected)
□ Men 2023 (Projected)

32771	52.0%	48.0%
	52.0%	48.0%
Seminole County	51.5%	48.5%
	51.4%	48.6%
Florida	51.1%	48.9%
	51.0%	49.0%

10/1/2019

Sanford, FL 32771: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Geography	2018	2023 (Projected)
32771	36.0	36.5
Seminole County	39.3	39.9
Florida	42.3	42.7

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Age Group	2018	2023 (Projected)
Children	14.0%	13.7%
Tweens	4.1%	4.1%
Teens	8.7%	8.7%
20s	14.4%	13.6%
30s	14.4%	14.8%
40s	13.3%	13.0%
50s	12.7%	12.2%
60s	10.4%	10.7%
70s	5.3%	6.4%
Over 80	2.6%	2.8%

Sanford, FL 32771: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Married
□ Unmarried

32771	45.7%	54.3%
Seminole County	48.2%	51.8%
Florida	48.1%	51.9%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	45.7%
Seminole County	48.2%
Florida	48.1%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	36.3%
Seminole County	33.6%
Florida	31.9%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	6.4%
Seminole County	5.7%
Florida	6.9%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	11.7%
Seminole County	12.5%
Florida	13.1%

Sanford, FL 32771: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018
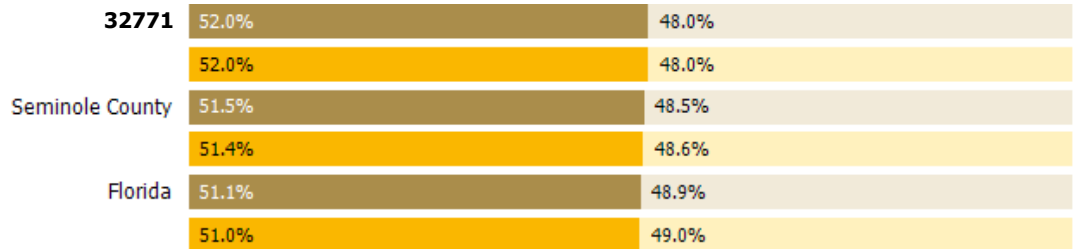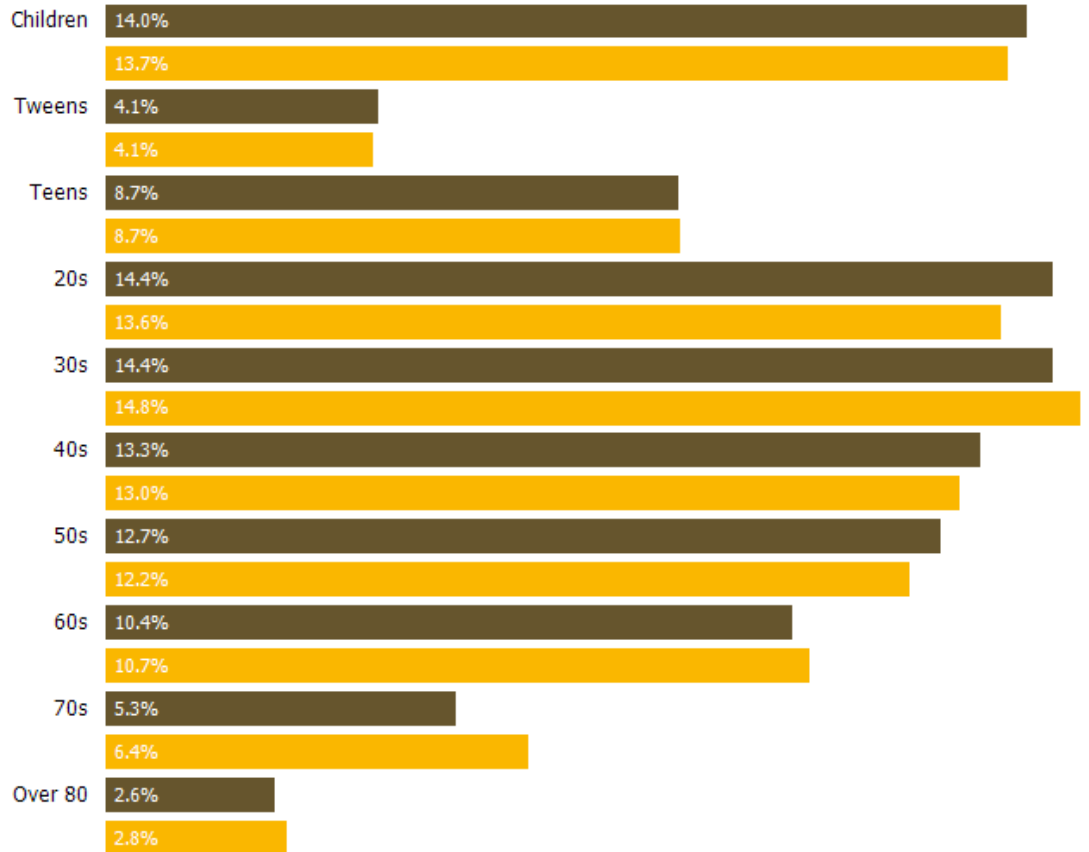
Update Frequency: Annually

■ 2018
■ 2023 (Projected)

32771
$74,597
$87,950

Seminole County
$86,536
$100,972

Florida
$75,222
$88,866

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

32771
$51,144
$58,239

Seminole County
$61,291
$70,049

Florida
$52,067
$58,986

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

32771
$28,722
$33,746

Seminole County
$33,839
$39,350

Florida
$29,876
$35,070

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771 $59,377
Seminole County $67,992
Florida $59,696

10/1/2019

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Sanford
- Seminole County
- Florida
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2018

Update Frequency: Annually

Industry	Count
Health Care and Social Assistance	3,650
Retail Trade	3,284
Education	2,880
Finance and Insurance	2,388
Administrative Support and Waste Management	2,275
Professional, Scientific and Technical	2,055
Accommodation and Food	1,991
Construction	1,670
Manufacturing	1,569
Other	1,499
Public Administration	1,047
Information	868
Transportation and Warehousing	859
Wholesale Trade	831
Real Estate, Rental and Leasing	762
Arts, Entertainment and Recreation	513
Utilities	140
Agriculture, Forestry, Fishing and Hunting	98
Mining	69
Business Management	0 or no data

10/1/2019

Sanford, FL 32771: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018
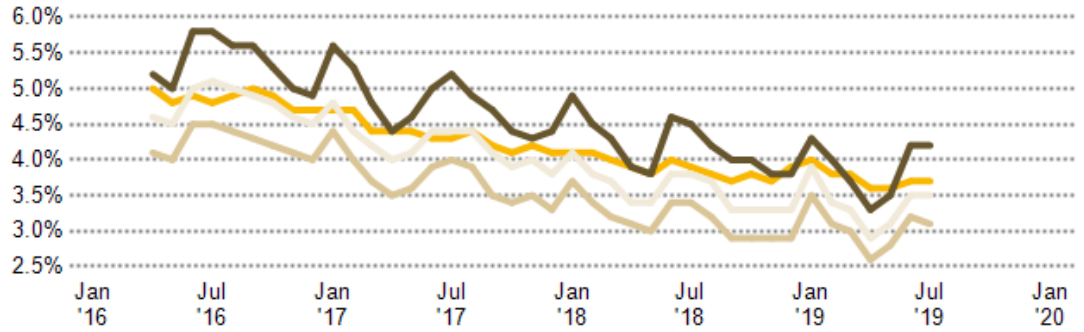
Update Frequency: Annually

32771	2.9%
Seminole County	2.4%
Florida	5.1%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	6.7%
Seminole County	4.0%
Florida	7.4%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	4.6%
Seminole County	3.6%
Florida	4.2%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	20.3%
Seminole County	19.2%
Florida	24.4%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	20.5%
Seminole County	20.5%
Florida	20.0%

10/1/2019

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	12.9%
Seminole County	13.1%
Florida	9.8%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

32771	21.7%
Seminole County	24.7%
Florida	18.4%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

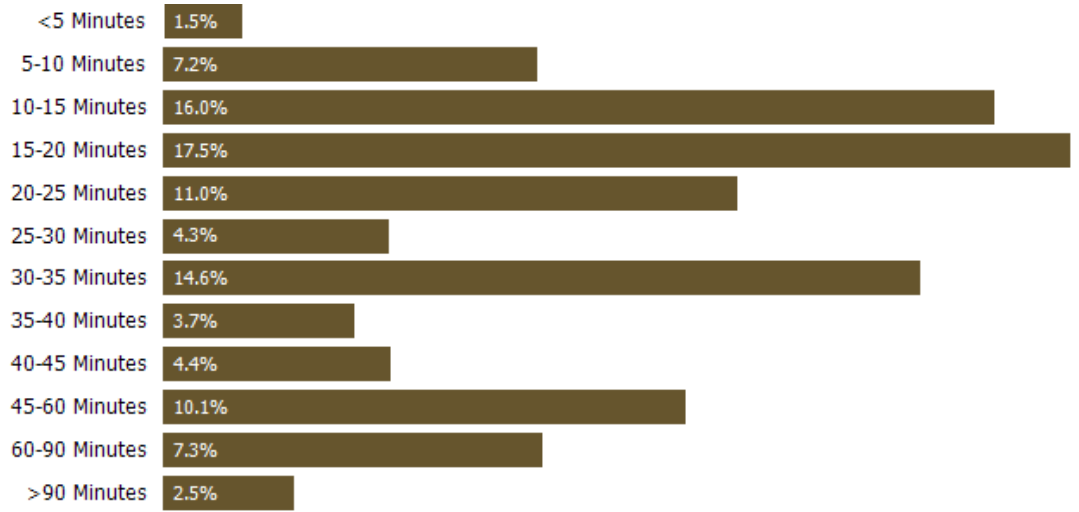|	
32771	10.4%
Seminole County	12.4%
Florida	10.6%

Sanford, FL 32771: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 32771

Commute Time	Percentage
<5 Minutes	1.5%
5-10 Minutes	7.2%
10-15 Minutes	16.0%
15-20 Minutes	17.5%
20-25 Minutes	11.0%
25-30 Minutes	4.3%
30-35 Minutes	14.6%
35-40 Minutes	3.7%
40-45 Minutes	4.4%
45-60 Minutes	10.1%
60-90 Minutes	7.3%
>90 Minutes	2.5%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 32771

Transportation	Percentage
Drive Alone	88.3%
Work at Home	8.6%
Carpool	7.2%
Other	2.1%
Public Transit	1.0%
Walk	0.7%
Bus	0.6%
Bicycle	0.5%
Train	0.4%
Motorcycle	0.1%
Taxi	0.1%
Subway/El	0.0%

Sanford, FL 32771: Home Value Comparison

Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

Area	Median Listing Price
32771	$274,450
Seminole County	$293,945
Florida	$275,000

12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

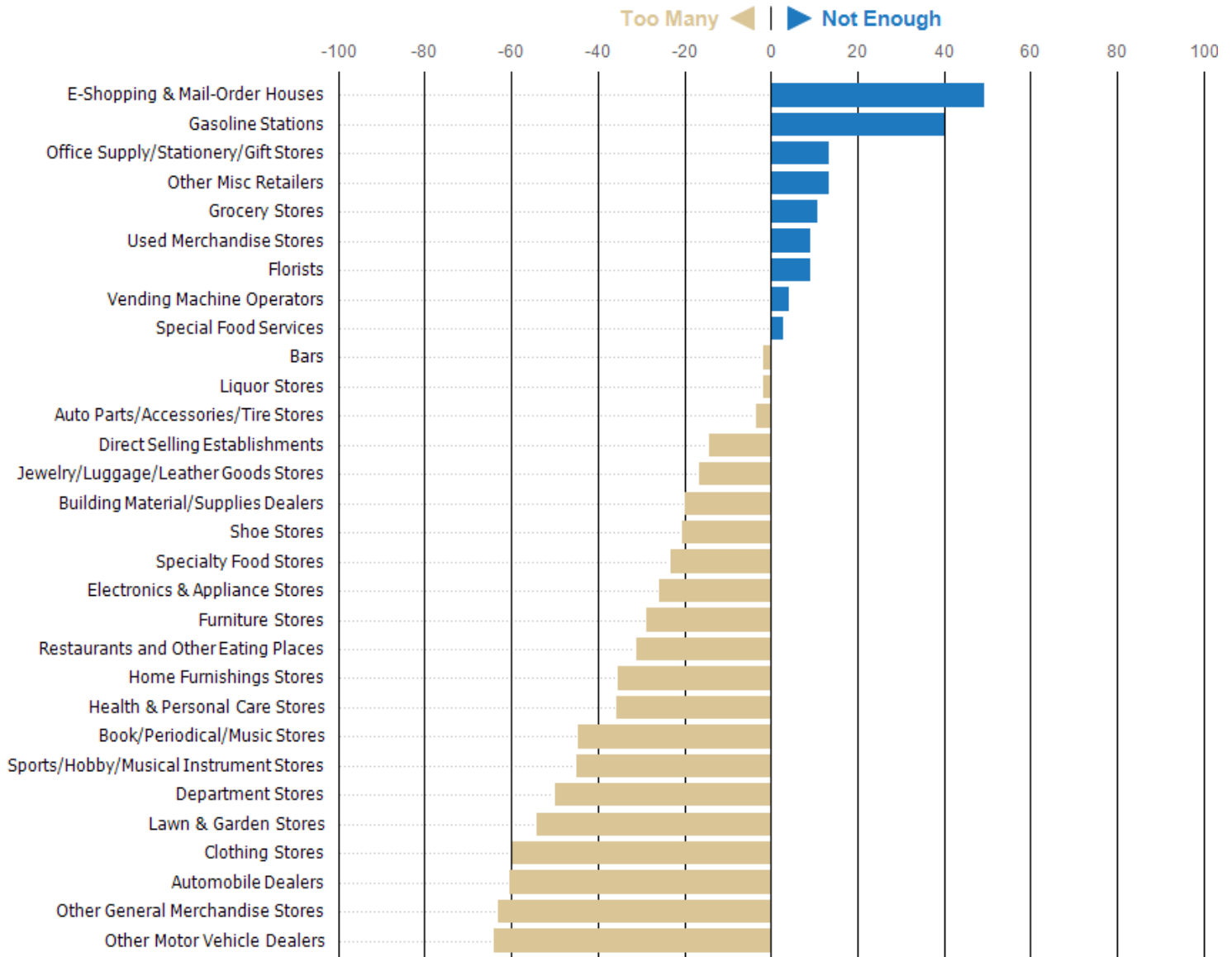| Area	12-Month Change
32771	+3.6%
Seminole County	+3.2%
Florida	+2.7%

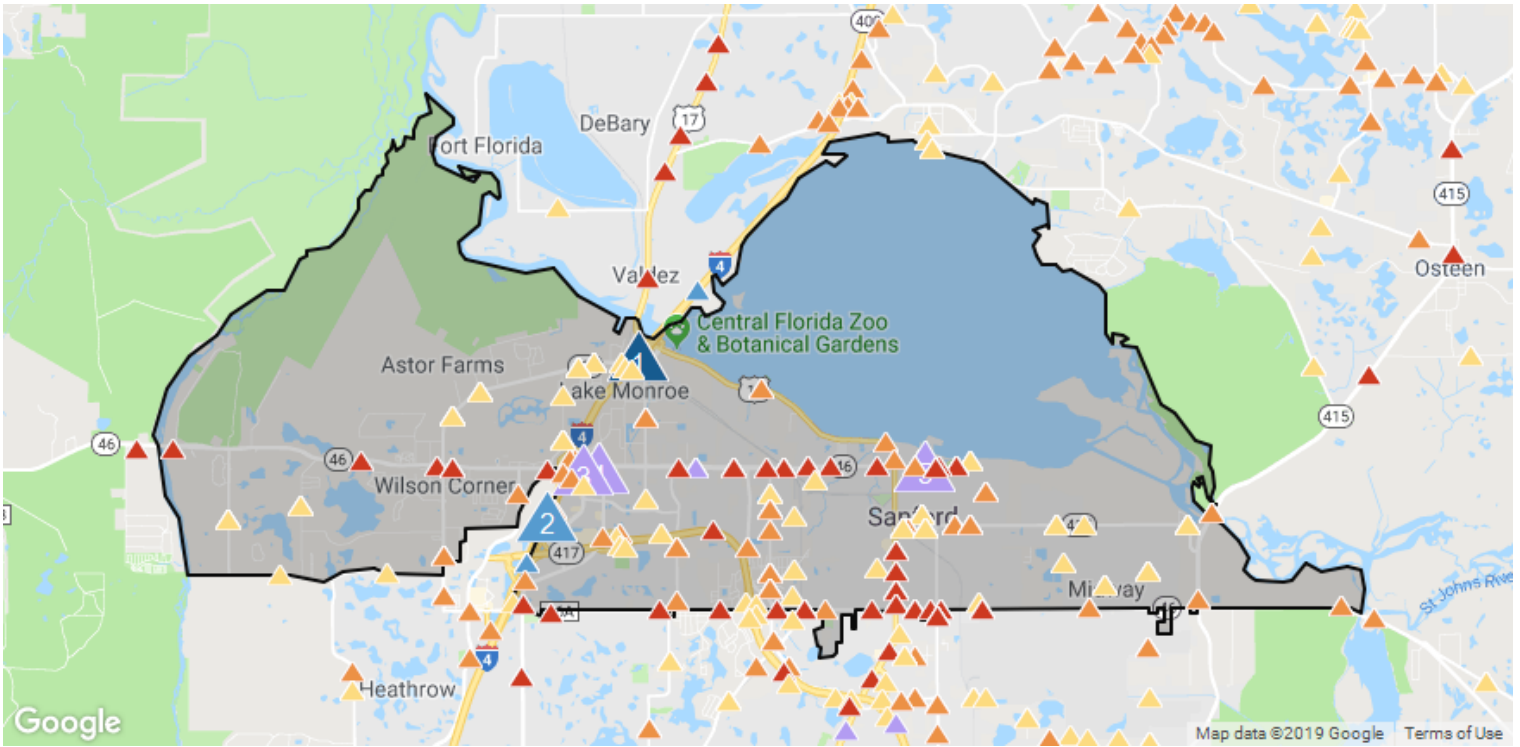10/1/2019

Best Retail Businesses: Sanford, FL 32771

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually

Too Many ◀ | ▶ Not Enough

	-100	-80	-60	-40	-20	0	20	40	60	80	100

E-Shopping & Mail-Order Houses
Gasoline Stations
Office Supply/Stationery/Gift Stores
Other Misc Retailers
Grocery Stores
Used Merchandise Stores
Florists
Vending Machine Operators
Special Food Services
Bars
Liquor Stores
Auto Parts/Accessories/Tire Stores
Direct Selling Establishments
Jewelry/Luggage/Leather Goods Stores
Building Material/Supplies Dealers
Shoe Stores
Specialty Food Stores
Electronics & Appliance Stores
Furniture Stores
Restaurants and Other Eating Places
Home Furnishings Stores
Health & Personal Care Stores
Book/Periodical/Music Stores
Sports/Hobby/Musical Instrument Stores
Department Stores
Lawn & Garden Stores
Clothing Stores
Automobile Dealers
Other General Merchandise Stores
Other Motor Vehicle Dealers

10/1/2019

Traffic Counts

Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
108,205	**84,885**	**36,333**	**32,000**	**31,004**
2018 Est. daily traffic counts	2018 Est. daily traffic counts	2018 Est. daily traffic counts	2010 Est. daily traffic counts	2018 Est. daily traffic counts
Street: **I-4**	Street: **I-4**	Street: **W State Rd 46**	Street: **W State Rd 46**	Street: **E 1st St**
Cross: **Orange Blvd**	Cross: **W State Rd 46**	Cross: **S Oregon Ave**	Cross: **Towne Center Blvd**	Cross: **S Palmetto Ave**
Cross Dir: **SW**	Cross Dir: **NE**	Cross Dir: **NW**	Cross Dir: **W**	Cross Dir: **E**
Dist: **0.1 miles**	Dist: **0.65 miles**	Dist: **0.03 miles**	Dist: **0.12 miles**	Dist: **0.08 miles**

Historical counts

Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2007	119,500	AADT	2012	92,500	AADT	2012	40,500	AADT				1998	28,567	ADT
1992	65,185	ADT	2010	86,000	AADT	2009	36,276	ADT				1997	28,088	ADT
1991	61,629	ADT	2007	92,500	AADT	2008	38,530	ADT				1996	24,060	ADT
1990	68,332	ADT	2003	84,500	ADT	2007	36,500	AADT						
1989	61,118	ADT				2003	32,000	ADT						

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

10/1/2019

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: http://blog.narrpr.com